



SWWE – 13 March 2009

**Working Together:
Engaging with our
Communities**

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Community Engagement**



Why Stronger Communities?

- National Agenda
- Public Involvement/Community Engagement
- Community Leadership
- Key to partnership working – Local Strategic Partnerships
- PSA/NI/LAA Outcomes & Targets
- Key component of CAA & Inspections



Who are our Communities?

A FOUR STAR COUNCIL



Range of differing communities

Geographical:

- urban – towns/cities
- rural – villages/parishes
- Neighbourhoods/localities
- beats/sectors;
- Wards/districts/counties/unitaries
- Regions/sub-regions/country



Range of differing communities

Communities of Interest:

- equalities groups
- voluntary & community sector
- patients/carers
- victims of crime
- service users
- stakeholders



Why Engage?

- Helps us to know & understand our communities
- Enables responsive services
- Improves service planning & delivery
- Raises/improves perceptions
- Meets legal obligations
- Adds to demographic information
- Adds qualitative aspects



How to Engage?



Methods of Engagement

- Meetings
- Electronic/Digital – e-consultation, text
- Collectively – focus groups
- Individually – Interviews/case studies
- Citizen's Panels
- Surveys/questionnaires – postal, face2face, random samples, periodic
- Polls



Challenges to Engagement?

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Identifying Challenges

- Not quick, easy or cheap – resources
- Ensuring inclusive or accessible – digital divide, meetings times/locations
- Apathy, distrust & consultation fatigue
- Unresponsive services – lack of feedback from previous engagement
- Rural – distance, lack of transport
- Urban – neighbouring areas very different, changing demographics



Role for CIPFA Members?

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CIPFA Input

- Usually support services – often not front line or involving direct engagement
- Importance of wider agenda & issues
- **Performance management expertise**
 - developing qualitative measures
 - soft outcomes & outputs (rising perceptions, feelings)
 - linking qualitative & quantitative
 - benchmarking

